

PHILIP MORRIS USA
RECORDS RETENTION SCHEDULE
 Marketing, Vice President

ISSUED

19

RETENTION CATEGORY CODE	NAME OF RECORD	RETENTIONS			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE AREA	TOTAL	
B0976	BRAND FILES	C+2	3	C+5	
B0977	BUDGET FILES	C+2	1	C+3	
C2186	CHRONOLOGICAL FILES	C+1	1	C+2	
C2187	CONFIDENTIAL PACKAGING FILES	C		C	
C2188	CORPORATE PRODUCTS COMMITTEE	C+1	2	C+3	
	FILES				
C2189	CORRESPONDENCE	C+1	1	C+2	
D0743	DEPARTMENTAL FILES	C+1	2	C+3	
E1207	EXPENSE STATEMENTS	C+1		C+1	
G0362	GENERAL FILES	C+2	1	C+3	
P1951	PERSONNEL FILES	TER		TER	
P1952	PRESENTATIONS & SPEECHES	C+2	5	C+7	
R0872	REFERENCE FILES	C		C	
LOCATION		DEPT. NO.		SHEET 1 of 2	

KEY TO RETENTIONS

ACT = While Active

M = Current Month

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SUP = Until Superseded

TER = Until Terminated

AUTHORIZATION: Department Manager: _____ Date: _____

Functional Director: _____ Date: _____

Legal Counsel: _____ Date: _____

20236193202

[Retention in years unless otherwise noted]

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing, Vice President

ISSUED

19

RETENTION CATEGORY CODE	NAME OF RECORD	RETENTIONS			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE AREA	TOTAL	
R0873	RESEARCH FILES	C+2	1	C+3	
S1896	SALES FILES	C+1	2	C+3	
S1897	SUBJECT FILES	C+2	3	C+5	
LOCATION		DEPT. NO.		SHEET	
				2 of	2

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Functional Director: _____ Date: _____

Legal Counsel: _____ Date: _____

1189193202

[Retention in years unless otherwise noted]

PHILIP MORRIS USA
RECORDS RETENTION SCHEDULE
 Marketing - Marlboro Group

ISSUED

19

RETENTION CATEGORY CODE	NAME OF RECORD	RETENTIONS			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE AREA	TOTAL	
A0896	ADVERTISING BOOKS	C+1	2	C+3	
A0897	ADVERTISING FILES	C+1	2	C+3	
A0898	AGENCY FILES	C+1	2	C+3	
B0904	BRAND REVIEWS	P		P	
B0905	BRAND SWITCHING	C+1		C+1	
B0906	BUDGET FILES	C+2	1	C+3	
C2050	CHRONOLOGICAL FILES	C+1	1	C+2	
C2051	COMPARATIVE BRAND REPORTS -	1 MO.	P	P	
	MONTH-END				
C2052	COMPARATIVE BRAND REPORTS -	1 YR.	P	P	
	YEAR-END				
C2053	COMPETITIVE BRAND FILES	C+1	2	C+3	
C2054	CONFERENCE FILES	C+1	2	C+3	
LOCATION		DEPT. NO.		SHEET 1 of 4	

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AUTHORIZATION: Department Manager: _____ Date: _____

Functional Director: _____ Date: _____

Legal Counsel: _____ Date: _____

2189198202

[Retention in years unless otherwise noted]

PHILIP MORRIS USA
RECORDS RETENTION SCHEDULE
Marketing - Marlboro Group

ISSUED

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RETENTION CATEGORY CODE	NAME OF RECORD	RETENTIONS			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE AREA	TOTAL	
C2055	CONSUMER LETTERS/COMPLAINTS	C+1		C+1	
C2056	CORRESPONDENCE	C+1	1	C+2	
C2057	COUNTRY MUSIC FILES	C+1		C+1	
C2058	COUPON FILES	C+1	2	C+3	
D0700	DEPARTMENTAL REPORTS	C+1	1	C+2	
E1181	ESTIMATE FILES	C+2	3	C+5	
E1182	EVENT FILES	C+1	2	C+3	
G0351	GENERAL FILES	C+1	2	C+3	
M1234	M.S.A. REPORTS	C+1	2	C+3	
M1235	MAGAZINE FILES	SUP		SUP	
M1236	MARKET RESEARCH FILES	C		C	
M1237	MARKET RESEARCH REPORTS	C+2	1	C+3	
M1238	MARKET SHARE REPORTS	SUP		SUP	
LOCATION		DEPT. NO.		SHEET 2 of 4	

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AUTHORIZATION: Department Manager: _____ Date: _____

Functional Director: _____ Date: _____

Legal Counsel: _____ Date: _____

2023198918

(Retention in years unless otherwise noted)

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing - Marlboro Group

ISSUED

19

RETENTION CATEGORY CODE	NAME OF RECORD	RETENTIONS			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE AREA	TOTAL	
M1239	MARKETING ANALYSIS-HISTORICAL	C+2	2	C+4	
M1240	MARKETING FILES	C+2	1	C+3	
M1241	MARLBORO	C+2	3	C+5	
M1242	MARLBORO MENTHOL FILES	C+2	3	C+5	
M1243	MARLBORO ULTRA LIGHTS	C+2	3	C+5	
M1244	MAXWELL PRESENTATION FILES	C+2	1	C+3	
M1245	MAXWELL REPORTS	P		P	
M1246	MEDIA FILES	C+1	2	C+3	
M1247	MEDIA PLANS	C+1	2	C+3	
M1248	MEDIA SCHEDULES	C+1		C+1	
M1249	MISCELLANEOUS	C+1		C+1	
N0215	NEW BRAND FILES	C+2	1	C+3	
N0216	NEWSPAPER COVERAGE BOOK	C		C	
LOCATION		DEPT. NO.		SHEET 3 of 4	

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AUTHORIZATION: Department Manager: _____ Date: _____

Functional Director: _____ Date: _____

Legal Counsel: _____ Date: _____

2023616314

[Retention in years unless otherwise noted]

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing - Marlboro Group

ISSUED

19

RETENTION CATEGORY CODE	NAME OF RECORD	RETENTIONS			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE AREA	TOTAL	
00458	OUTDOOR FILES	TER		TER	
P1791	POINT-OF-SALE FILES	C+1	2	C+3	
P1792	PRESENTATIONS & SPEECHES	C+2	5	C+7	
P1793	PRODUCT PROMOTION PLANS	C+1	2	C+3	
P1794	PROMOTION FILES	C+1	2	C+3	
P1795	PROMOTIONAL ITEMS	C		C	
R0817	REPORTS	C+1		C+1	
R0818	RESEARCH FILES	C+2	1	C+3	
S1722	SALES FILES	C+1	2	C+3	
S1723	SLIDES	C+1		C+1	
T0749	TRACKING STUDIES	C+2	2	C+4	
U0151	ULTRA LIGHTS	C+2	3	C+5	
LOCATION		DEPT. NO.		SHEET 4 of 4	

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AUTHORIZATION: Department Manager: _____ Date: _____

5139198202

Functional Director: _____ Date: _____

Legal Counsel: _____ Date: _____

[Retention in years unless otherwise noted]

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing - New Products Group

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
A0913	ACCOUNTING CODES	C+1		C+1	
A0914	AD PACK TESTS	C+2		C+2	
A0915	AGENCY FILES	C+1	2	C+3	
A0916	ALPINE FILES	C+2	3	C+5	
A0917	ART BOARDS	M+2		M+2	
B0929	B&H CANADA FILES (BW17756) -	C+1	2	C+3	
	GENERAL				
B0930	B&H CANADA FILES (BW17761) -	C+1	2	C+3	
	GENERAL				
B0931	BENSON & HEDGES FILES	C+2	3	C+5	
B0932	BRAND FILES	C+1	8	C+9	
B0933	BRAND MEDIA PLANS	C+1		C+1	
B0934	BRAND PLANS	C+1	2	C+3	
REVISED DATE		DEPARTMENT CODE		SHEET 1 of 8	

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TER = Until Terminated

AUTHORIZATION:

Department Head:

Responsible Records
Management Group:

Legal Counsel:

(Susan Reich) Date: 11/6/91

Date: 8/20/91

Date:

91E919E202

[Retention in years unless otherwise noted]

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing - New Products Group

ISSUED

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RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
B0935	BRAND PRESENTATION	P		P	
B0936	BRAND REVIEWS	P		P	
B0937	BRAND SWITCHING	C+1		C+1	
B0938	BUDGET FILES	C+2	1	C+3	
C2103	CALIFORNIA TOBACCO TAX	C+1		C+1	
C2104	CAMBRIDGE	C+2		C+2	
C2105	CAPRI	C+2		C+2	
C2106	CARTIER	C+2	3	C+5	
C2107	CIGARETTE CONSUMPTION	C+1		C+1	
C2108	CIGARETTE INFORMATION REPORTS	C+1		C+1	
C2109	COMPETITIVE REPORT	C+1		C+1	
C2110	CONFERENCE FILES	C+1	4	C+5	
C2111	CONSUMER DEMOGRAPHIC	C+1		C+1	
REVISED DATE		DEPARTMENT CODE		SHEET 2 of 8	

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AUTHORIZATION:

2189198202

Department Head:

Responsible Records
Management Group:

Legal Counsel:

[Retention in years unless otherwise noted]

(Susan Reich) Date: 11/11/91

William J. Lynch Date: 8/20/91

Date: _____

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing - New Products Group

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RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
C2112	CONSUMER RESEARCH FILES	C+1		C+1	
C2113	COUPON FILES	C+1		C+1	
C2114	COUPONING FILES	C+1		C+1	
D0713	DEFERRED PROFIT SHARING	P		P	
D0714	DELTA FILES	C+2	3	C+5	
D0715	DEPARTMENTAL FILES	C+1	1	C+2	
D0716	DIRECT MARKETING FILES	C+1	1	C+2	
D0717	DUNHILL	C+1	8	C+9	
E1189	ESTIMATE FILES	C+2	1	C+3	
E1190	EXPENSE STATEMENTS	C+1		C+1	
F0963	FILMS/GIFTS	C+2		C+2	
F0964	FIVE YEAR PLAN FILES	C+1	2	C+3	
F0965	FORECAST FILES	C		C	
REVISED DATE		DEPARTMENT CODE		SHEET	
				3 of	8

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AUTHORIZATION:

Department Head:

Responsible Records
Management Group:

Legal Counsel:

(Susan Reich)

Date: 8/16/91

Date: 8/20/91

Date:

81C919C202

[Retention in years unless otherwise noted]

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing - New Products Group

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RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
F0966	FYI FILES	C		C	
G0356	GENERAL FILES	C+1		C+1	
G0357	GEOGRAPHIC BRAND MAPPING	P		P	
G0358	GOVERNMENT AFFAIRS	C+1		C+1	
H0280	HISTORICAL REPORTS	C+2		C+2	
K0143	KRAFT	C+2		C+2	
L0580	LEO BURNETT FILES	C		C	
M1294	MARKETING FILES	C+2	1	C+3	
M1295	MARLBORO	C+2		C+2	
M1296	MARLBORO MENTHOL FILES	C+2		C+2	
M1297	MARLBORO ULTRA LIGHTS	C+2		C+2	
M1298	MAXWELL PRESENTATION FILES	C+2	1	C+3	
M1299	MAXWELL REPORTS	P		P	
REVISED DATE		DEPARTMENT CODE		SHEET 4 of 8	

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AUTHORIZATION:

61E919E20Z

Department Head:

Responsible Records
Management Group:

Legal Counsel:

[Retention in years unless otherwise noted]

(Susan Reich) Date: 11/6/92

Date: 8/20/91

Date:

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing - New Products Group

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
F0966	FYI FILES	C		C	
G0356	GENERAL FILES	C+1		C+1	
G0357	GEOGRAPHIC BRAND MAPPING	P		P	
G0358	GOVERNMENT AFFAIRS	C+1		C+1	
H0280	HISTORICAL REPORTS	C+2		C+2	
K0143	KRAFT	C+2		C+2	
L0580	LEO BURNETT FILES	C		C	
M1294	MARKETING FILES	C+2	1	C+3	
M1295	MARLBORO	C+2		C+2	
M1296	MARLBORO MENTHOL FILES	C+2		C+2	
M1297	MARLBORO ULTRA LIGHTS	C+2		C+2	
M1298	MAXWELL PRESENTATION FILES	C+2	1	C+3	
M1299	MAXWELL REPORTS	P		P	
REVISED DATE		DEPARTMENT CODE		SHEET 4 of 8	

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AUTHORIZATION:

0289198202

Department Head:

Responsible Records
Management Group:

Legal Counsel:

[Retention in years unless otherwise noted]

(Susan Rein) Date: 11/6/92

Date: 8/20/91

Date:

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing - New Products Group

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
M1300	MEDIA FILES	C+1		C+1	
M1301	MEDIA REVIEWS	C		C	
M1302	MEDIA SCHEDULES	C+1		C+1	
M1303	MEETINGS	C+1		C+1	
M1304	MERCHANDISING FILES	C+2	1	C+3	
M1305	MERIT	C+2	3	C+5	
M1306	MSA FILES	SUP		SUP	
M1307	MULTIFILTER	C+2	3	C+5	
N0226	NEW PRODUCT FILES	C+1	8	C+9	
N0227	NIELSEN FILES	C+1		C+1	
O0463	OUTDOOR FILES	TER		TER	
P1835	PARLIAMENT	C+2	3	C+5	
P1836	PERSONNEL FILES	TER		TER	
REVISED DATE		DEPARTMENT CODE		SHEET 5 of 8	

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AUTHORIZATION:

Department Head: Susan Reich Date: Aug 16/91

Responsible Records
Management Group: W. H. H. H. H. H. Date: 8/20/91

Legal Counsel: _____ Date: _____

[Retention in years unless otherwise noted]

1289198202

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing - New Products Group

ISSUED

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RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
P1837	PLAYERS	C+2	3	C+5	
P1838	PM BLUES	C+2	3	C+5	
P1839	PREMIER	C+2	3	C+5	
P1840	PRESENTATIONS & SPEECHES	C+2	3	C+5	
P1841	PRICE VALUE	P		P	
P1842	PRODUCT INITIATIVES	C+1		C+1	
P1843	PRODUCT PROMOTION PLANS	C+1	2	C+3	
P1844	PRODUCT TESTING SAMPLES (CIGS)	C		C	
P1845	PRODUCTION	C+1		C+1	
P1846	PROJECT FILES	TER+1	4	TER+5	
P1847	PURCHASE ORDERS/REQUISITIONS	C+1	2	C+3	
R0832	REDUCED SIDESTREAM SMOKE	P		P	
	REPORT				
REVISED DATE		DEPARTMENT CODE		SHEET 6 of 8	

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AUTHORIZATION:

Department Head:

Responsible Records
Management Group:

Legal Counsel:

[Retention in years unless otherwise noted]

(Susan Reich)

Date: 12/6/91

Willie Thompson

Date: 8/20/91

Date:

2289198202

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing - New Products Group

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
R0833	REPORTS	C+1		C+1	
R0834	RESEARCH FILES	C+2		C+2	
R0835	ROPER REPORT	C+1		C+1	
S1744	SALES FILES	C+1		C+1	
S1745	SALES FILMS/OVERHEADS	C+2		C+2	
S1746	SARATOGA	C+2	3	C+5	
S1747	SCHEDULES/CHANGE FORMS	SUP		SUP	
S1748	SERVICE REPORTS - AGENCY	P		P	
S1749	STATUS REPORTS	C+2	2	C+4	
S1750	SUPERMARKETS TRADE CLASS	P		P	
	REVIEW				
S1751	SUPERSLIMS	C		C	
T0763	TAX INFORMATION FILES	SUP		SUP	
REVISED DATE		DEPARTMENT CODE		SHEET 7 of 8	

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TFR = Until Terminated

AUTHORIZATION:

Department Head:

Responsible Records
Management Group:

Legal Counsel:

[Retention in years unless otherwise noted]

(Susan Reich) Date: 11-11-12

Willie Nye Date: 8/20/91

Date: _____

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PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing - New Products Group

ISSUED

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RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
T0764	TRACKING STUDIES	C+2		C+2	
T0765	TRADEMARK FILES	P		P	
V0450	VIRGINIA SLIMS RECORDS	C+2		C+2	
V0451	VOUCHERS	C+1		C+1	
REVISED DATE		DEPARTMENT CODE		SHEET	
				8 of	8

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AUTHORIZATION:

2023616324

Department Head:

Responsible Records
Management Group:

Legal Counsel:

[Retention in years unless otherwise noted]

(Susan Reich) Date: 12-6-67

William S. Hyneman Date: 8/20/91

Date: _____

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Consumer Promotions - Permanent P.O.S.

ISSUED

19

RETENTION CATEGORY CODE	NAME OF RECORD	RETENTIONS			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE AREA	TOTAL	
A0899	ADMINISTRATIVE FILES	C+1	2	C+3	
B0907	BENSON & HEDGES FILES	C+2	2	C+4	
B0908	BID FILES	C+1	2	C+3	
B0909	BRAND FILES	C+2	2	C+4	
C2059	CHRONOLOGICAL FILES	C+1	1	C+2	
C2060	COMPANY FILES	C+1		C+1	
C2061	CORRESPONDENCE	C+1	1	C+2	
F0955	FORMS	SUP		SUP	
M1250	MARLBORO	C+2	3	C+5	
M1251	MERIT	C+2	3	C+5	
N0217	NEW PRODUCT FILES	C+1	2	C+3	
P1796	PRESENTATIONS & SPEECHES	C+2	5	C+7	
P1797	PRICE VALUE	P		P	
LOCATION		DEPT. NO.		SHEET 1 of 2	

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AUTHORIZATION: Department Manager: _____ Date: _____

5289198202

Functional Director: _____ Date: _____

Legal Counsel: _____ Date: _____

[Retention in years unless otherwise noted]

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Consumer Promotions - Permanent P.O.S.

ISSUED

19

RETENTION CATEGORY CODE	NAME OF RECORD	RETENTIONS			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE AREA	TOTAL	
P1798	PROJECT FILES	TER+1	4	TER+5	
P1799	PROPOSAL FILES	C	2	C+2	
R0819	REFERENCE FILES	C		C	
R0820	RETAIL PROMOTION FILES	C+2	5	C+7	
S1724	SUPPLIER INFORMATION FILES	C+1	2	C+3	
V0444	VIRGINIA SLIMS RECORDS	C+2	3	C+5	
LOCATION		DEPT. NO.		SHEET 2 of 2	

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AUTHORIZATION: Department Manager: _____ Date: _____

9289198202

Functional Director: _____ Date: _____

Legal Counsel: _____ Date: _____

(Retention in years unless otherwise noted)

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions, Directorate

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
A1073	ADMINISTRATIVE/GEN'L OFFICE	C	1	C+1	
A0875	AUTO RACING FILES	C	3	C+3	
B0875	BENSON & HEDGES FILES	C	3	C+3	
B1063	BUDGETS	C+1	3	C+4	
C2582	CALENDARS/DIARIES/DAYTIMERS	C+1		C+1	
C2575	COMMUNITY MARKETING PROGRAMS	C	3	C+3	
C2576	CONTRACTS/AGREEMENTS	TER+1	5	TER+6	
C2577	CORPORATE SYNERGY	C	3	C+3	
C2578	CORRESPONDENCE	C	3	C+3	
L0563	LEGAL INFORMATION (GENERAL)	C+1	2	C+3	
M1532	MARKETING PLANS	C+1	2	C+3	
M1198	MARLBORO COUNTRY MUSIC	C	3	C+3	
M1527	MARLBORO MISCELLANEOUS	C	3	C+3	
REVISED DATE		DEPARTMENT CODE		SHEET 1 of 3	

KEY TO RETENTIONS

ACT = While Active

M = Current Month

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TER = Until Terminated

AUTHORIZATION:

4289198202

Department Head:

Responsible Records
Management Group:

Legal Counsel:

(Retention in years unless otherwise noted)

Date: 3/21/91

Date: 3/28/91

Date:

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions, Directorate

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
M1528	MARLBORO MUSIC	C	3	C+3	
M1199	MARLBORO SKI CHALLENGE FILES	C	3	C+3	
M1200	MARLBORO SOCCER CUP FILES	C	3	C+3	
M1533	MERIT	C	3	C+3	
00452	OUTSIDE AGENCY/CONSULTANT	C+1	2	C+3	
	FILES				
P2295	PARLIAMENT	C	3	C+3	
P1734	PERSONNEL FILES	TER		TER	
P2258	PM U.S.A. REPORTS/RESEARCH	C	3	C+3	
P2261	POLICIES AND PROCEDURES	SUP		SUP	
P2294	PRICE VALUE	C	3	C+3	
P1735	PROJECT FILES	TER+1	4	TER+5	
P1737	PURCHASE ORDERS/REQUISITIONS	C		C	
REVISED DATE		DEPARTMENT CODE		SHEET 2 of 3	

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AUTHORIZATION:

8289198202

Department Head:

Responsible Records
Management Group:

Legal Counsel:

[Retention in years unless otherwise noted]

Date: 3/21/91

Date: 3/28/91

Date:

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions, Directorate

ISSUED

April 1, 19 91

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
R1044	REGIONAL EVENT MARKETING	C	3	C+3	
R0797	RESORT PROGRAM FILES	C	3	C+3	
T0735	TURNDOWN FILES	C		C	
V0432	VS TENNIS FILES	C	3	C+3	
REVISED DATE		DEPARTMENT CODE		SHEET 3 of 3	

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AUTHORIZATION:

6289198202

Department Head:

Responsible Records
Management Group:

Legal Counsel:

(Retention in years unless otherwise noted)

Date: 3/21/91

Date: 3/28/91

Date: 4-1-91

HUNTON & WILLIAMS

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Bill Lynch
FROM: Barbara Serpe *BAS*
SUBJECT: "New" Retention Codes

DATE: January 19, 1993

Bill, as we discussed today, to follow is a list of retention codes assigned by Hunton & Williams and somehow not incorporated into PM's code list.

MARKETING SERVICES
EVENT PROMOTIONS DEPARTMENT

Entertainment Events

<u>Code</u>	<u>Category</u>	<u>In Dept.</u>	<u>In Storage</u>	<u>Total</u>
C2677	Correspondence	C	3	C + 3
E1385	Entertainment - General	C	3	C + 3
M1557	Minority Advertising	C	3	C + 3
P2343	Personnel Files	TER		TER
R1062	Records Mgmt. Files	TER		TER

The following codes were also assigned after initial codes were established. I believe these are recognized by PM File Retention personnel but am including them just in case they were not picked up as well.

Virginia Slims Promotions

<u>Code</u>	<u>Category</u>	<u>In Dept.</u>	<u>In Storage</u>	<u>Total</u>
P2296	Price Value	C	3	C + 3
S2149	Southern Women's Show	C	3	C + 3

A final note. I am no longer the department's coordinator as Leo McCullagh has been replaced by Ina Broeman as the director of Event Marketing (Promotions). Martha Griffin, Ina's secretary, now represents our department in this area. I'm following through in this situation as these codes were issued to me pre-Martha.

Thanks for your help..

2023616330

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Entertainment Events Promotions

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
B0942	B&H JAZZ	C+2	3	C+5	
B0944	BENSON & HEDGES FILES	C+2	3	C+5	
C2573	CALENDARS/DIARIES/DAYTIMERS	C+1		C+1	
C2120	CARTIER	C+2	3	C+5	
C2628	COMMUNITY MARKETING	C	2	C+2	
C2122	CONTRACTS & AGREEMENTS	TER+1	4	TER+5	
C2123	CORPORATE SYNERGY	C+2	3	C+5	
C2124	COUNTRY MUSIC FILES	C	3	C+3	
D0718	DEPARTMENTAL FILES	C+1	2	C+3	
E1361	EXPENSES	C+1		C+1	ACCT
F0968	FESTIVALS	C+1		C+1	
J0218	JAZZ RESEARCH/GENERAL	C	2	C+2	
L0675	LATIN MUSIC - GENERAL	C	2	C+2	
REVISED DATE		DEPARTMENT CODE		SHEET 1 of 4	

KEY TO RETENTIONS

ACT = While Active

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SUP = Until Superseded

TER = Until Terminated

AUTHORIZATION:

Department Head: *John Moore*

Date: 3/22/91

Responsible Records
Management Group: *William Shynk*

Date: 3/28/91

Legal Counsel: _____

Date: _____

1009190202

(Retention in years unless otherwise noted)

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Entertainment Events Promotions

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
L0581	LEGAL INFORMATION (GENERAL)	C+1	2	C+3	
M1524	MARKETING PLANS	C+2	3	C+5	
M1525	MARKETING ROLE ANALYSIS	C+2	3	C+5	
M1320	MARLBORO COUNTRY MUSIC -	C	2	C+2	
	AFFILIATE FILES				
M1315	MARLBORO COUNTRY MUSIC -	C+1	2	C+3	
	ARTIST FILES				
M1316	MARLBORO COUNTRY MUSIC -	C+1	2	C+3	
	GENERAL FILES				
M1317	MARLBORO COUNTRY MUSIC -	C	3	C+3	
	MERCHANDISE/ALBUMS				
M1318	MARLBORO COUNTRY MUSIC -	C	3	C+3	
	PRESS KITS				
REVISED DATE		DEPARTMENT CODE		SHEET	
				2 of	4

KEY TO RETENTIONS

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TER = Until Terminated

AUTHORIZATION:

2889198202

Department Head:

Responsible Records
Management Group:

Legal Counsel:

(Retention in years unless otherwise noted)

Date: 3/22/91

Date: 3/28/91

Date: _____

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Entertainment Events Promotions

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
M1319	MARLBORO COUNTRY MUSIC - TOUR	C	3	C+3	
	CITIES				
M1322	MARLBORO MENTHOL FILES	C+2	3	C+5	
M2138	MARLBORO MUSIC - GENERAL	C	5	C+5	
M2135	MARLBORO MUSIC - MILITARY	C	5	C+5	
M2140	MARLBORO MUSIC - MISCELLANEOUS	C	5	C+5	
M2141	MARLBORO MUSIC - PERSONNEL	C	5	C+5	
M2137	MARLBORO MUSIC FESTIVALS	C	5	C+5	
M2136	MARLBORO MUSIC TRO	C	5	C+5	
M2139	MARLBORO PUBLICITY	C	5	C+5	
M1325	MAXWELL PRESENTATION FILES	C+2	1	C+3	
M1327	MERCHANDISING CREDITS	C+1		C+1	
M1329	MERIT	C+2	3	C+5	
REVISED DATE		DEPARTMENT CODE		SHEET 3 of 4	

KEY TO RETENTIONS

ACT = While Active

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AUTHORIZATION:

0009190202

Department Head: John Moore

Date: 3/22/91

Responsible Records
Management Group: Walter Thompson

Date: 3/28/91

Legal Counsel: _____

Date: _____

[Retention in years unless otherwise noted]

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Entertainment Events Promotions

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
M1330	MONTHLY STATUS REPORTS	SUP		SUP	
O0464	OUTSIDE AGENCY/CONSULTANT	C+1	2	C+3	
	FILES				
P1852	PARLIAMENT	C+2	3	C+5	
P2262	POLICIES AND PROCEDURES	SUP		SUP	
P1854	PRESENTATIONS & SPEECHES	C+2	5	C+7	
P1855	PRESS CLIPS	C+2		C+2	
R1042	REJECTION LETTERS	C		C	
T0900	THEATER	C+1	1	C+2	
REVISED DATE		DEPARTMENT CODE		SHEET	
				4 of	4

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AUTHORIZATION:

Department Head:

Responsible Records
Management Group:

Legal Counsel:

Date: 3/22/91

Date: 3/28/91

Date:

2036193202

[Retention in years unless otherwise noted]

PHILIP MORRIS USA
RECORDS RETENTION SCHEDULE
 Marketing Services - Events Promotions - Marlboro Promotions

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
A0918	AUTO RACING FILES	C+1	2	C+3	
A0919	AUTO RACING SLIDES	C+1		C+1	
A0920	AUTO RACING VIDEO TAPES	C+1	2	C+3	
B0942	B&H JAZZ	C+2	3	C+5	
B0943	BENEFIT FILES	C		C	
B0944	BENSON & HEDGES FILES	C+2	3	C+5	
B0945	BRAND FILES	C+2	3	C+5	
B0946	BUDGET FILES	C+2	3	C+5	
C2120	CARTIER	C+2	3	C+5	
C2121	CONSULTANTS/SUPPLIERS	C+2	3	C+5	
C2122	CONTRACTS & AGREEMENTS	TER+1	4	TER+5	
C2123	CORPORATE SYNERGY	C+2	3	C+5	
C2124	COUNTRY MUSIC FILES	C+1		C+1	
REVISED DATE		DEPARTMENT CODE		SHEET 1 of 7	

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AUTHORIZATION:

Department Head: _____

Date: _____

5889198202

Responsible Records
Management Group: _____

Date: _____

Legal Counsel: _____

Date: _____

(Retention in years unless otherwise noted)

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Marlboro Promotions

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
D0718	DEPARTMENTAL FILES	C+1	2	C+3	
D0719	DIRECT MARKETING FILES	C+1	2	C+3	
E1191	EXPENSES	C+1		C+1	
F0968	FESTIVALS	C+1		C+1	
G0359	GENERAL FOODS	C+2	3	C+5	
H0281	HISPANIC FILES	C+1	2	C+3	
I0540	INDUSTRY FILES	C+2	3	C+5	
L0581	LEGAL INFORMATION (GENERAL)	C+1	2	C+3	
M1311	MARKET RESEARCH REPORTS	C+2	1	C+3	
M1312	MARKETING FILES	C+2	1	C+3	
M1313	MARLBORO	C+2	3	C+5	
M1314	MARLBORO AUTO RACING/CONTRACTS	TER+2	3	TER+5	
REVISED DATE		DEPARTMENT CODE		SHEET 2 of 7	

KEY TO RETENTIONS

ACT = While Active

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AUTHORIZATION:

Department Head: _____

Date: _____

9889198202

Responsible Records
Management Group: _____

Date: _____

Legal Counsel: _____

Date: _____

(Retention in years unless otherwise noted)

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Marlboro Promotions

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
M1315	MARLBORO COUNTRY MUSIC -	C+1	2	C+3	
	ARTIST FILES				
M1316	MARLBORO COUNTRY MUSIC -	C+1	2	C+3	
	GENERAL FILES				
M1317	MARLBORO COUNTRY MUSIC -	C		C	
	MERCHANDISE/ALBUMS				
M1318	MARLBORO COUNTRY MUSIC -	C		C	
	PRESS KITS				
M1319	MARLBORO COUNTRY MUSIC - TOUR	C		C	
	CITIES				
M1320	MARLBORO COUNTRY MUSIC -	C	2	C+2	
	AFFILIATE FILES				
M1321	MARLBORO CUP FILES	C+1	2	C+3	
REVISED DATE		DEPARTMENT CODE		SHEET 3 of 7	

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ACT = While Active

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AUTHORIZATION:

Department Head: _____

Date: _____

4889198202

Responsible Records
Management Group: _____

Date: _____

Legal Counsel: _____

Date: _____

[Retention in years unless otherwise noted]

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Marlboro Promotions

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
M1322	MARLBORO MENTHOL FILES	C+2	3	C+5	
M1323	MARLBORO RESORT FILES	C+1	2	C+3	
M1324	MARLBORO SKI CHALLENGE FILES	C+1	2	C+3	
M1325	MAXWELL PRESENTATION FILES	C+2	1	C+3	
M1326	MEDIA DAY VIDEOS	C+1		C+1	
M1327	MERCHANDISING CREDITS	C+1		C+1	
M1328	MERCHANDISING FILES	C+2	3	C+5	
M1329	MERIT	C+2	3	C+5	
M1330	MONTHLY STATUS REPORTS	SUP		SUP	
O0464	OUTSIDE AGENCY/CONSULTANT	C+1	2	C+3	
	FILES				
P1852	PARLIAMENT	C+2	3	C+5	
P1853	PERSONNEL FILES	TER		TER	
REVISED DATE		DEPARTMENT CODE		SHEET 4 of 7	

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ACT = While Active

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AUTHORIZATION:

8889198202

Department Head: _____

Date: _____

Responsible Records
Management Group: _____

Date: _____

Legal Counsel: _____

Date: _____

(Retention in years unless otherwise noted)

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Marlboro Promotions

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
P1854	PRESENTATIONS & SPEECHES	C+2	5	C+7	
P1855	PRESS CLIPS	C+2		C+2	
P1856	PRODUCT PROMOTION PLANS	C+1	2	C+3	
P1857	PROGRAM EVENT FILES	C+1	2	C+3	
P1858	PROGRAM SCHEDULES	C		C	
P1859	PROJECT FILES	TER+1	4	TER+5	
P1860	PROMOTION FILES	C	1	C+1	
P1861	PROMOTIONAL ITEMS	C		C	
P1862	PROPOSAL FILES	C	2	C+2	
P1863	PUBLIC RELATIONS	C+1		C+1	
P1864	PURCHASE ORDERS/REQUISITIONS	C+1	2	C+3	
R0839	RESORT PROGRAM FILES	C+1	2	C+3	
R0840	RESUMES	C+1	1	C+2	
REVISED DATE		DEPARTMENT CODE		SHEET 5 of 7	

KEY TO RETENTIONS

ACI = While Active

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C = Current Year

P = Permanently

SUP = Until Superseded

TER = Until terminated

AUTHORIZATION:

6889198202

Department Head: _____

Date: _____

Responsible Records
Management Group: _____

Date: _____

Legal Counsel: _____

Date: _____

(Retention in years unless otherwise noted)

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Marlboro Promotions

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
S1755	SLIDES/PHOTOS/NEGATIVES	SUP		SUP	
S1756	STATUS REPORTS	C+2	2	C+4	
S1757	SUPPLY CATALOGS	SUP		SUP	
T0767	TENNIS TOURNAMENT FILES	C+2	2	C+4	
T0768	TOUR SCHEDULES	C+2	1	C+3	
T0769	TRAVEL BOOKS	C+1	2	C+3	
T0770	TURNDOWN FILES	C		C	
V0452	VIDEO TAPE/SLIDES	C		C	
V0453	VOUCHERS	C+1	1	C+2	
V0454	VS CHAMPIONSHIP CIRCUIT FILES	C+1	2	C+3	
V0455	VS FASHION FAIR FILES	C	2	C+2	
V0456	VS TENNIS FILES	C+1	2	C+3	
V0457	VS WOMEN OPINION POLL BOOKS	P		P	
REVISED DATE		DEPARTMENT CODE		SHEET	
				6 of	7

KEY TO RETENTIONS

ACT - While Active

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C - Current Year

P - Permanently

SUP - Until Superseded

TER - Until Terminated

AUTHORIZATION:

Department Head: _____

Date: _____

Responsible Records
Management Group: _____

Date: _____

Legal Counsel: _____

Date: _____

20236193202

(Retention in years unless otherwise noted)

RECORDS RETENTION SCHEDULE
Marketing Services - Events Promotions - Marlboro Promotions

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
V0458	VS WOMEN OPINION POLL REQUESTS	C		C	
W0370	WRAP-UP REPORTS	C+2		C+2	
	A . A	D	H D		
	V B	X	A X		
	X B	O	O O		
	A O	X	H Y	Y	
P2212	Photographs	C+1	3	C+4	
REVISED DATE		DEPARTMENT CODE		SHEET	
				7 of	7

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AUTHORIZATION:

Department Head:

Date: _____

Responsible Records Management Group:

Date: _____

Legal Counsel:

Date: _____

[Retention in years unless otherwise noted]

2023616341

PHILIP MORRIS USA
RECORDS RETENTION SCHEDULE
 Marketing Services - Events Promotions - Publicity Specialist, Event Marketing
 (copy - 266342) ISSUED

April 15 1991

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
B1067	BENSON & HEDGES BLUES PR FILES	C+1	2	C+3	
B1068	BENSON & HEDGES ON ICE PR	C+1	2	C+3	
	FILES				
B1066	BENSON & HEDGES PR/GENERAL	C+1	2	C+3	
	INFORMATION				
B1065	BUCKS PR/GENERAL INFORMATION	C+1	2	C+3	
C2639	CALENDARS/DAYTIMERS/DIARIES	C+1		C+1	
C2642	CAMBRIDGE PR/GENERAL	C+1	2	C+3	
	INFORMATION				
C2665	CLIP/WRAP-UP REPORTS	C+3	2	C+5	
C2640	COHN & WOLFE	C+1	2	C+3	
C2673	CONTRACTS	C+3	2	C+5	
C2641	CORRESPONDENCE/CHRON.	C+1	2	C+3	
REVISED DATE		DEPARTMENT CODE		SHEET	1 of 3

KEY TO RETENTIONS

ACT = While Active

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TER = Until Terminated

AUTHORIZATION:

266342

(Retention in years unless otherwise noted)

Department Head: William J. Williams

Responsible Records
Management Group: William J. Williams

Legal Counsel: Arthur J. Williams

HUNTON & WILLIAMS

Date: 4/14/91

Date: 4/15/91

Date: APR 15 1991

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Publicity Specialist, Event Marketing
ISSUED

April 15 19 91

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
L0676	LEGAL INFORMATION	C+1	2	C+3	
M1539	MARLBORO MUSIC PR FILES	C+1	2	C+3	
M1536	MARLBORO PR/GENERAL	C+1	2	C+3	
	INFORMATION				
M1537	MARLBORO RACING PR FILES	C+1	2	C+3	
M1538	MARLBORO SKI CHALLENGE PR	C+1	2	C+3	
	FILES				
M1540	MARLBORO SOCCER PR FILES	C+1	2	C+3	
M1542	MERIT COMEDY PR FILES	C+1	2	C+3	
M1543	MERIT PR/GENERAL INFORMATION	C+1	2	C+3	
M1541	MISCELLANEOUS	C+1	2	C+3	
P2301	PARLIAMENT PR/GENERAL	C+1	2	C+3	
	INFORMATION				
REVISED DATE		DEPARTMENT CODE		SHEET	
				2 of	3

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AUTHORIZATION:

2023616343

Department Head:

Responsible Records
Management Group:

Legal Counsel:

(Retention in years unless otherwise noted)

Date: 4/14/91

Date: 4/15/91

Date: APR 15 1991

HUNTON & WILLIAMS

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Publicity Specialist, Event Marketing
ISSUED

April 15 1991

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
P2302	PARLIAMENT SOUND SERIES PR	C+1	2	C+3	
	FILES				
P2300	PRESENTATIONS/SPEECHES/SLIDES	C+1	2	C+3	
P2299	PUBLIC RELATIONS	C+1	2	C+3	
V0563	VIDEO LIBRARY	C+3	2	C+5	
V0555	VIRGINIA SLIMS OPINION POLL	C+1	2	C+3	
	PR FILES				
V0553	VIRGINIA SLIMS PR/GENERAL	C+1	2	C+3	
	INFORMATION				
V0554	VIRGINIA SLIMS TENNIS PR FILES	C+1	2	C+3	
V0556	VOUCHERS	C+1	2	C+3	
REVISED DATE		DEPARTMENT CODE		SHEET	
				3 of	3

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AUTHORIZATION:

Department Head:

Date: 4/11/91

Responsible Records
Management Group:

Date: 4/11/91

Legal Counsel:

Date: APR 15 1991

(Retention in years unless otherwise noted)

HUNTON & WILLIAMS



BILL LYNCH

6/1/93

Clare Purcell
Manager, Legal Issues

Bill

RECEIVED
MANAGEMENT CORP.

JUN - 3 1993

NOTED

*Jane Welsh
5/15*

separation report

2023616345

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Sporting Events Promotions

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
A0918	AUTO RACING FILES	C+1	2	C+3	
A0919	AUTO RACING SLIDES	C+ X 1	2	C+ X 3	
A0920	AUTO RACING VIDEO TAPES	C+1	2	+3	
B0946	BUDGET FILES	C+2	3	C+5	
C2632	CALENDARS/DAYTIMERS/DIARIES	C+1		C+1	
C2440	CHRONOLOGICAL FILES	C+1	1	C+2	
C2121	CONSULTANTS/SUPPLIERS	C+2	3		
E1191	EXPENSES	C+1		C+1	
H0281	HISPANIC FILES	C+1	2	C+3	
M1312	MARKETING FILES	C+2	1	C+3	
M1313	MARLBORO	C+2	3	C+5	
M1314	MARLBORO AUTO RACING/CONTRACTS	TER+2	3	TER+5	
M1321	MARLBORO CUP FILES	C+1	2	C+3	
REVISED DATE		DEPARTMENT CODE		SHEET 1 of 3	

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PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Sporting Events Promotions

ISSUED

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RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
M1323	MARLBORO RESORT FILES	C+1	2	C+3	
M1324	MARLBORO SKI CHALLENGE FILES	C+1	2	C+3	
M1326	MEDIA DAY VIDEOS	C+1		C+1	
M2134	METRO BAR NIGHTS	C	3	C+3	
M1534	MOTORCYCLING	C	3	C+3	
P1853	PERSONNEL FILES	TER		TER	
P1857	PROGRAM EVENT FILES	C+1	2	C+3	
P1858	PROGRAM SCHEDULES	C		C	
P1860	PROMOTION FILES	C		C	
P1861	PROMOTIONAL ITEMS	C		C	
P1863	PUBLIC RELATIONS	C+1		C+1	
P1864	PURCHASE ORDERS/REQUISITIONS	C+1	2	C+3	
R0839	RESORT PROGRAM FILES	C+1	2	C+3	
REVISED DATE		DEPARTMENT CODE		SHEET	
				2 of	3

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PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Sporting Events Promotions

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RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
R0840	RESUMES	C+1	1	C+2	
S1755	SLIDES/PHOTOS/NEGATIVES	C+1	3	C+4	
S2131	SPECIAL MARKETS	C	3	C+3	
S2132	SPRING BAR NIGHTS	C	3	C+3	
S1756	STATUS REPORTS	C+2	2	C+4	
S2133	SUMMER RESORT	C	3	C+3	
T0770	TURNDOWN FILES	C		C	
V0452	VIDEO TAPE/SLIDES	C		C	
V0453	VOUCHERS	C+1	1	C+2	
W0370	WRAP-UP REPORTS	C+2		C+2	
REVISED DATE		DEPARTMENT CODE		SHEET	
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2023616348

PHILIP MORRIS USA
RECORDS RETENTION SCHEDULE
 Marketing Services - Media, Directorate

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
A0906	ADVERTISING ASSOCIATIONS	C		C	
A0907	ADVERTISING FILES	C+1	2	C+3	
A0908	AGENCY REPORTS	C+1	2	C+3	
A0909	AGENCY SERVICE REPORTS	C	2	C+2	
A0910	ANNUAL REPORTS	P		P	
A0911	ASSOCIATIONS FILES	C+1	2	C+3	
A0912	AUDIT REPORTS	C	20	C+20	
B0916	BENSON & HEDGES FILES	C+2	3	C+5	
B0917	BLACK NEWS	C		C	
B0918	BLACK, HISPANIC AND SPECIAL	C+2	3	C+5	
	MEDIA LOG				
B0919	BLACK/HISPANIC FILES	C+1	2	C+3	
B0920	BLUEPRINT FILES	C		C	
REVISED DATE		DEPARTMENT CODE		SHEET	
				1 of	15

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(Retention in years unless otherwise noted)

R. Stirling (R. Stirling) Date: 4/16/91

William J. Williams Date: 4/25/91
Arthur J. D. S. Date: MAY 03 1991

HUNTON & WILLIAMS

2023616349

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

ISSUED

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RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
B0921	BRAND BOOKS	P		P	
B0922	BRAND FILES	C+2	3	C+5	
B0923	BRAND MEDIA PLANS	C+1	2	C+3	
B0924	BRAND MEDIA WEIGHT TEST	C+1	2	C+3	
B0925	BRAND PLANS	C+1	4	C+5	
B0926	BUDGET & DATA SPENDING FILES	P		P	
B0927	BUDGET BOOKS	SUP		SUP	
B0928	BURNETT OUTDOOR COMPARATIVE	C+2	3	C+5	
	REPORTS (MONTHLY)				
C2653	CALENDARS/DIARIES/DAYTIMERS	C+1		C+1	
C2082	CHART-MASTER	P		P	
C2083	CHRONOLOGICAL FILES	C+1	2	C+3	
C2084	CIGARETTE DIRECTORY	SUP		SUP	
REVISED DATE		DEPARTMENT CODE		SHEET 2 of 15	

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0589198202

R. Stinler (R. Stinler) Date: 9/18/91
William J. Hughes Date: 4/25/91
Arthur J. D. Boyle Date: MAY 03 1991

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

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19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
C2085	CIGARETTE REPORTS	C+1		C+1	
C2086	CIRCULATION REPORTS	SUP		SUP	
C2087	COMPETITIVE ACTIVITY FILES	P		P	
C2088	COMPETITIVE ADVERTISING	P		P	
C2089	COMPETITIVE BRAND FILES	P		P	
C2090	COMPETITIVE CLIPPINGS	C+2		C+2	
C2091	COMPETITIVE DATA (ON COMPUTER)	P		P	
C2092	COMPETITIVE EXPENDITURES	P		P	
C2093	COMPETITIVE TEAR SHEETS	P		P	
C2094	CONFERENCE FILES	C+1	2	C+3	
C2095	CONTRACTS & AGREEMENTS	TER+1	4	TER+5	
C2096	CORP. PROGRAMS (A-Z)	C+1	2	C+3	
C2097	CORRESPONDENCE	C+1	2	C+3	
REVISED DATE		DEPARTMENT CODE		SHEET	
				3 of	15

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1589198202

[Signature] (R. Stinler) Date: 4/16/91

[Signature] Date: 4/25/91

[Signature] Date: MAY 03 1991

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PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

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		IN DEPT.	IN STORAGE	TOTAL	
C2098	COST & COVERAGE ANALYSIS	SUP		SUP	
C2099	COST AND COVERAGE ANALYSIS -	C+1	2	C+3	
	BLACK MEDIA, SPANISH, TMC				
C2100	COST ESTIMATES	C+2	3	C+5	
C2101	COUPON INCENTIVE REDEMPTION	P		P	
	BOOK				
C2102	COUPONING FILES	C+1	2	C+3	
D0708	DEPARTMENTAL FILES	C+1	2	C+3	
D0709	DEPARTMENTAL REPORTS	C+1	2	C+3	
D0710	DIRECT MAIL FILES	C+1	2	C+3	
D0711	DIRECTORIES	SUP		SUP	
D0712	DISCOUNT SUMMARIES	C+1		C+1	
E1183	EMPLOYEE PROFILES	SUP		SUP	
REVISED DATE		DEPARTMENT CODE		SHEET 4 of 15	

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2589198202

R. Stirling (R. Stirling)

Date: 4/16/91

William J. Williams

Date: 4/25/91

Arthur J. Williams

Date: MAY 03 1991

HINTON & WILLIAMS

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

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RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
E1184	ESTIMATE FILES	C+2	3	C+5	
E1185	ETHNIC COVERAGE BOOKS	C+1	2	C+3	
E1186	ETHNIC REPORTS	C+1	2	C+3	
E1187	EVENT FILES	C+1	2	C+3	
E1188	EXPENDITURE REPORTS -	P		P	
	COMPETITOR, OUTDOOR				
F0959	FIELD INSPECTION REPORTS	C		C	
F0960	FRANCHISE LETTERS	SUP+1		SUP+1	
F0961	FREE STANDING INSERT	P		P	
	REDEMPTION BOOK				
F0962	FREE STANDING INSERT REPORTS	P		P	
	COMPETITIVE EXPENDITURES				
H0275	HISTORICAL ADVERTISING RECORDS	P		P	
REVISED DATE		DEPARTMENT CODE		SHEET 5 of 15	

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AUTHORIZATION:

8589198202

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Department Head:

Responsible Records
Management Group:

Legal Counsel:

R. Stiller (R. Stiller) Date: 4/16/91

William J. Williams
Arthur J. Williams Date: 4/25/91
MAY 03 1991

HUNTON & WILLIAMS

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

ISSUED

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RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
H0276	HISTORICAL BOOK TEST PRODUCTS	P		P	
H0277	HISTORICAL BRAND SPENDING	P		P	
H0278	HISTORICAL BUDGET/MEDIA FILES	P		P	
H0279	HISTORICAL MEDIA FILES	P		P	
I0536	INTER-OFFICE CORRESPONDENCE	C		C	
I0537	INVENTORY BOOKS	P		P	
L0573	LEGAL FILES	C+1		C+1	
L0574	LEO BURNETT CIGARETTE MEDIA	P		P	
	EXPENDITURES BY COMPANY				
L0575	LEO BURNETT COMPETITIVE	P		P	
	EXPENDITURES REPORTS				
L0576	LEO BURNETT FILES	C+1		C+1	
REVISED DATE		DEPARTMENT CODE		SHEET 6 of 15	

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Responsible Records Management Group:

Legal Counsel:

[Retention in years unless otherwise noted]

2023616354

HUNTON & WILLIAMS

(R. Stirling) Date: 4/16/91

Date: 4/25/91

Date: MAY 03 1991

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

ISSUED

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		IN DEPT.	IN STORAGE	TOTAL	
L0577	LEO BURNETT MONTHLY OUTDOOR	P		P	
	COMP. REPORTS				
L0578	LONG TERM STUDIES	P		P	
L0579	LYNCH REPORTS	C+2	2	C+4	
M1268	MAGAZINE ANALYSES FROM	C+1	3	C+4	
	AGENCIES				
M1269	MAGAZINE FILES	SUP		SUP	
M1270	MAGAZINE FILES (FIRST EDITION)	P		P	
M1271	MAGAZINE LOG BOOK	SUP		SUP	
M1272	MAKEGOOD SUMMARY	C+2	2	C+4	
M1273	MARKET SHARE TREND REPORT	C+1		C+1	
M1274	MARKETING FILES	C+2	1	C+3	
M1275	MARLBORO ADVERTISEMENTS	P		P	
REVISED DATE		DEPARTMENT CODE		SHEET 7 of 15	

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2023616355

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Department Head:

Responsible Records Management Group:

Legal Counsel:

[Signature] (R. Stirling) Date: 4/16/91

[Signature] Date: 4/25/91

[Signature] Date: MAY 03 1991

HUNTON & WILLIAMS

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

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M1276	MARLBORO CUP FILES	C+1	2	C+3	
M1277	MARLBORO MENTHOL FILES	C+2	3	C+5	
M1278	MASTER CONTRACTS	P		P	
M1279	MAXWELL PRESENTATION FILES	C+1	2	C+3	
M1280	MAXWELL REPORTS	P		P	
M1281	MEDIA CALL REPORTS	C+1		C+1	
M1282	MEDIA FILES	C+1	2	C+3	
M1283	MEDIA INSERTION SCHEDULES	P		P	
M1284	MEDIA PLANS	C+1	2	C+3	
M1285	MEDIA PROMOTIONS BY BRAND	C+1	2	C+3	
M1286	MEDIA REPORTS	C+1	2	C+3	
M1287	MEDIA REVIEWS	C+1		C+1	
M1288	MEDIA SCHEDULES	C+1	3	C+4	
REVISED DATE		DEPARTMENT CODE		SHEET 8 of 15	

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AUTHORIZATION:

95C919E202

Department Head:

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[Signature] (R. Stirling) Date: 4/16/91

[Signature] Date: 4/25/91

[Signature] Date: MAY 03 1991

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

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RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
M1289	MEDIA SCHEDULES/CHANGES	C+1		C+1	
M1290	MEDIA STATUS REPORTS	C+1		C+1	
M1291	MEDIA WEIGHT TESTS	C+1	2	C+3	
M1292	MERCHANDISING OPPORTUNITIES	C+1	2	C+3	
	BOOK				
M1293	MILLER SCOREBOARD PROGRAM	C+2		C+2	
N0223	NEW MEDIA-INFO/EVAL/PUB (GENL)	C+1	3	C+4	
N0224	NEWSPAPER COVERAGE BOOK	C		C	
N0225	NIELSEN FILES	C+1		C+1	
O0459	OUTDOOR CORRESPONDENCE FILES	C+1	2	C+3	
O0460	OUTDOOR DESIGN BOOKS	P		P	
O0461	OUTDOOR FILES	TER		TER	
O0462	OUTDOOR SLIDE LIBRARY	P		P	
REVISED DATE		DEPARTMENT CODE		SHEET 9 of 15	

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[Signature] (R. Sturice) Date: 4/16/91

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HINTON & WILLIAMS

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RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

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		IN DEPT.	IN STORAGE	TOTAL	
P1811	PACK-ART FILES (NEG.)	SUP		SUP	
P1812	PAINT DESIGN FILES	P		P	
P1813	PERSONNEL FILES	TER		TER	
P1814	PM HISTORY	P		P	
P1815	POINT-OF-SALE FILES	C+1	2	C+3	
P1816	POINT-OF-SALE SLIDE LIBRARY	P		P	
P1817	POSITION REPORT	C+1	2	C+3	
P1818	POSITION SUMMARY & REPORTS	C+1	2	C+3	
P1819	POSTER SIGNS	C		C	
P1820	PREMIUMS/MANUALS FILES	C		C	
P1821	PRINT ADVERTISING	P		P	
P1822	PRODUCTION FILES	C+1		C+1	
P1823	PRODUCTION REPORTS	C+1		C+1	
REVISED DATE		DEPARTMENT CODE		SHEET 10 of 15	

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P1824	PROGRAM EVENT FILES	C+1	2	C+3	
P1825	PROJECT FILES	TER+1	4	TER+5	
P1826	PROMOTION PROGRAMS	C+1		C+1	
P1827	PROMOTIONAL ADVERTISEMENTS	P		P	
P1828	PROMOTIONAL OPPORTUNITIES	C+1		C+1	
	FILES				
P1829	PROMOTIONS BOOK	P		P	
P1830	PROOFS	P		P	
P1831	PUB/MAGAZINES	C		C	
P1832	PUBLICITY	C+2	3	C+5	
P1833	PUBLISHERS STATEMENTS - BLUE	C+1		C+1	
	BOOK, PINK SHEETS				
P1834	PURCHASE ORDERS/REQUISITIONS	C+1	2	C+3	
REVISED DATE		DEPARTMENT CODE		SHEET 11 of 15	

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6539193202

[Signature] (R. Stiller) Date: 4/16/91

[Signature] Date: 4/25/91

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R0823	RACETRACK FILES	C+1	2	C+3	
R0824	REFERENCE FILES	C		C	
R0825	REGIONAL TESTING FILES	C+1		C+1	
R0826	REJECTION LETTERS	C+1		C+1	
R0827	REPORTS	C+1		C+1	
R0828	REPRINT INVOICES-ALL BRANDS	C+2	3	C+5	
R0829	RESEARCH FILES	C+2	1	C+3	
R0830	RESEARCH REPORTS	C+2	1	C+3	
R0831	RICHMOND FILES	C+1		C+1	
S1731	SALES MATERIALS CATALOG	C		C	
S1732	SALES PERIOD FILES	C+1		C+1	
S1733	SALES/MARKET SHARE DATA	C+1		C+1	
S1734	SCHEDULES/CHANGE FORMS	C	1	C+1	
REVISED DATE		DEPARTMENT CODE		SHEET 12 of 15	

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09C9T9E202

HUNTON & WILLIAMS

Date: 4/16/91

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Date: MAY 03 1991

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE
Marketing Services - Media, Directorate

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		IN DEPT.	IN STORAGE	TOTAL	
S1735	SDI REPORTS	C+1	4	C+5	
S1736	SERVICE REPORTS - AGENCY	C+1		C+1	
S1737	SLIDES/PHOTOS/NEGATIVES	P		P	
S1738	SPECIAL SECTION/ADVERTORIAL	P		P	
	BOOK				
S2150	STADIA ADVERTISING	TER+1	3	TER+4	
S1739	STAMPING/TAX FILES	C+2		C+2	
S1740	STANDARD RATE & DATA BOOK	C		C	
S1741	STANDARD RATES & DATA -	C		C	
	MAGAZINE & NEWSPAPER				
S1742	SUPPLEMENT COVERAGE BOOK	C		C	
S1743	SWEEPSTAKES FILES	C+1	2	C+3	
REVISED DATE		DEPARTMENT CODE		SHEET 13 of 15	

KEY TO RETENTIONS

ACT = While Active

M = Current Month

C = Current Year

P = Permanently

SUP = Until Superseded

TER = Until Terminated

AUTHORIZATION:

Department Head:

Responsible Records
Management Group:

Legal Counsel:

(Retention in years unless otherwise noted)

R. Striker (R. Striker)

Date: 4/16/91

William R. Hunter
Arthur J. D. S.

Date: 4/25/91

Date: MAY 03 1991

HUNTON & WILLIAMS

1989198202

PHILIP MORRIS USA

RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
T0757	TELEVISION - COMMERCIAL &	P		P	
	CONTRACTS				
T0758	TELEVISION COMMERCIAL	P		P	
	SCHEDULES				
T0759	TEST & NEGOTIATION FILES	C+1		C+1	
T0760	TEST SCHEDULES	C+1	2	C+3	
T0761	TRACKING STUDIES	C+2		C+2	
T0908	TRADE PUBLICATIONS LOG	C+1	1	C+2	
T0762	TURNDOWN FILES	C+1		C+1	
V0445	VENDING FILES	C+2	3	C+5	
V0446	VENDOR FILES	C		C	
V0447	VIDEO TAPE/SLIDES	P		P	
V0448	VIDEO TAPES/HISTORICAL	P		P	
REVISED DATE		DEPARTMENT CODE		SHEET 14 of 15	

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AUTHORIZATION:

2989198202

Department Head:

Responsible Records
Management Group:

Legal Counsel:

(Retention in years unless otherwise noted)

[Signature] (A. Stinner) Date: 4/16/91

[Signature] Date: 4/25/91

[Signature] Date: MAY 03 1991

HUNTON & WILLIAMS

PHILIP MORRIS USA
RECORDS RETENTION SCHEDULE
 Marketing Services - Media, Directorate

ISSUED

19

RECORD CATEGORY CODE	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE LOCATION
		IN DEPT.	IN STORAGE	TOTAL	
V0449	VISITORS LOG	C+1	2	C+3	
REVISED DATE		DEPARTMENT CODE		SHEET	
				15 of	15

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AUTHORIZATION:

2023616363

Department Head:

Responsible Records
Management Group:

Legal Counsel:

(Retention in years unless otherwise noted)

R. Stirling (R. Stirling) Date: 4/16/91

Arthur J. Williams Date: 4/25/91

Arthur J. Williams Date: MAY 03 1991

HUNTON & WILLIAMS